

*** NOTE: TO RETURN TO THIS PAGE, CLICK ON THE COUNTY SEAL ***

[CLICK HERE FOR BEACHES AND HARBOR's REPORT DATED SEPTEMBER 18, 2009](#)

[CLICK HERE FOR PUBLIC HEALTH's REPORT DATED SEPTEMBER 17, 2009](#)

[CLICK HERE FOR PUBLIC HEALTH's REPORT DATED OCTOBER 16, 2009](#)

[CLICK HERE FOR CEO's REPORT DATED APRIL 19, 2010](#)



To enrich lives through effective and caring service



September 18, 2009

Santos H. Kreimann
Director

Kerry Silverstrom
Chief Deputy

To: Supervisor Don Knabe, Chair
Supervisor Gloria Molina
Supervisor Mark Ridley-Thomas
Supervisor Zev Yaroslavsky
Supervisor Michael D. Antonovich

From: Santos H. Kreimann, Director

RESPONSE TO THE AUGUST 18, 2009 BOARD MOTION – VENDING MACHINES

On August 18, 2009, on motion of Supervisors Ridley-Thomas and Antonovich as amended by Supervisors Knabe and Yaroslavsky, your Board adopted a policy to require vending machine contractors to provide 100% healthy food and beverage choices in County facilities consistent with the State of California Nutrition Guidelines. Your Board exempted the Department of Beaches and Harbors (DBH) from immediate compliance due to its pending beverage sponsorship agreement with Dr. Pepper Snapple Group (DPSG). The Board further directed my office to work with vending machine companies to develop a nutritionally and financially viable plan for vending machines that achieves 100% healthy food and beverage options; and to report back to the Board with the findings.

The Board's exemption for three years has allowed DBH to complete its Public Service and Exclusive Beach Beverage Sponsorship Agreement with DPSG. The Director and the DBH Marketing staff have discussed with DPSG the Board's mandate of 100% healthy food and beverage vending options and have continued to stress the importance of fully meeting the Guidelines timely. DPSG understands and generally supports the County's position. DPSG prides itself in providing the public with natural products and many of its beverage products fully meet State criteria.

DPSG is committed to a 60/40 split, with the majority of products being healthy. The 40% will be DPSG brands that include carbonated soft drinks (regular and diet), but the majority of the products in the vending machines will be bottled water, Snapple All Natural Beverages, Sports (Isotonic) Drinks, Energy Drinks, and 100% Juices.

It is one of DBH's future goals to be able to present to your Board a 100% healthy vending program that also meets the public's demand for beverages when visiting the Los Angeles County Beaches and Marina del Rey. In future sponsorship solicitations DBH will pursue vending machine companies that will provide nutritionally healthy beverages. The proposals that best meet the County's healthy beverage mandate will be given the greatest consideration toward becoming the sponsor of the County's exclusive beach beverage vending program.

SHK:DC:cec

c: William T Fujioka, Chief Executive Officer
Robert E. Kalunian, Acting County Counsel
Sachi A. Hamai, Executive Officer



JONATHAN E. FIELDING, M.D., M.P.H.
Director and Health Officer

JONATHAN E. FREEDMAN
Chief Deputy Director

313 North Figueroa Street, Room 806
Los Angeles, California 90012
TEL (213) 240-8117 • FAX (213) 975-1273

www.publichealth.lacounty.gov



BOARD OF SUPERVISORS

Gloria Molina
First District
Mark Ridley-Thomas
Second District
Zev Yaroslavsky
Third District
Don Knabe
Fourth District
Michael D. Antonovich
Fifth District

September 17, 2009

TO: Each Supervisor

FROM: Jonathan E. Fielding, M.D., M.P.H.
Director and Health Officer

SUBJECT: **STRATEGIC PRIORITIES FOR NUTRITION IN LOS ANGELES COUNTY,
REQUEST FOR 30 DAY EXTENSION**

On August 18, 2009, the Board passed a motion directing the Chief Executive Officer to coordinate with the Department of Public Health (DPH) to identify the highest strategic priorities for this Board to improve nutritional policy and programs County-wide and to report back within 30 days.

DPH has conducted a process inclusive of both internal and external experts to identify a list of candidate priority strategies and is currently collecting the needed background and additional information to refine the list and inform the Board of the rationale and recommended actions for each strategy. To complete this process and finalize the report, DPH is requesting a submittal date of October 30, 2009.

If you have any questions or need additional information, please let me know.

JEF:jt

c: Chief Executive Officer
Acting County Counsel
Executive Officer, Board of Supervisors



JONATHAN E. FIELDING, M.D., M.P.H.
Director and Health Officer

JONATHAN E. FREEDMAN
Chief Deputy Director

313 North Figueroa Street, Room 806
Los Angeles, California 90012
TEL (213) 240-8117 • FAX (213) 975-1273

www.publichealth.lacounty.gov



BOARD OF SUPERVISORS

Gloria Molina
First District

Mark Ridley-Thomas
Second District

Zev Yaroslavsky
Third District

Don Knabe
Fourth District

Michael D. Antonovich
Fifth District

October 16, 2009

TO: Each Supervisor

FROM: Jonathan E. Fielding, M.D., M.P.H. *Jonathan E. Fielding*
Director and Health Officer

SUBJECT: **HIGHEST STRATEGIC PRIORITIES TO IMPROVE NUTRITIONAL POLICY AND PROGRAMS**

This is in response to the August 18, 2009 Board motion directing the Department of Public Health (DPH) to work with the Chief Executive Officer to define the highest strategic priorities for the Board in order to improve nutritional policy and programs countywide.

DPH recommends nine strategic priorities for the County to establish or expand efforts and activities to promote nutrition. Six of these strategies are at the local level and three involve action at State and federal levels. These are:

Local Actions

1. Strengthen nutrition literacy
2. Improve neighborhood food environments
3. Prevent early onset childhood obesity
4. Promote breastfeeding and Baby-Friendly hospital practices
5. Increase the affordability of fresh fruit and vegetables among food stamp recipients
6. Improve the food environment in County facilities and programs

State and Federal Actions

7. Reduce the salt content of packaged food products and restaurant foods
8. Increase the affordability of fresh fruit and vegetables
9. Discourage consumption of sugar-sweetened beverages.

Background

Poor nutrition is a significant and growing contributor to illness and premature death in the county population. In particular, poor nutrition is an important risk factor for most of the leading causes of death in the county, including heart disease, stroke, cancer, and diabetes. In addition, excess caloric intake is the most significant factor driving the obesity epidemic among children and adults in the county. This epidemic threatens to shorten the lifespan of today's children relative to their parents, a reversal in life expectancy that is unprecedented in modern history.

Efforts to improve nutrition in the county should focus on: 1) reducing the number of calories consumed by children and adults; 2) reducing the dramatic increase in salt consumption that has occurred over the past generation, 3) reducing the amount of added sugar consumed in foods and beverages, 4) increasing the intake of fruit, vegetables, and whole grains, and 5) reducing consumption of fats, including elimination of artificial trans fats and reduced consumption of saturated and trans fats in favor of monounsaturated and polyunsaturated fats (e.g., vegetable oils).

Policy and programmatic strategies to improve nutrition must include public education and marketing efforts to increase knowledge and influence attitudes, beliefs, and social norms regarding healthful nutrition. In the health care setting, providers must promote the importance of healthful nutrition and should consider body mass index (BMI) as a "vital sign" to be measured with every physical exam. Schools should take an active role in educating children on nutrition, healthful eating, and food preparation. In the workplace, the Task Force for Community Preventive Services recently concluded that evidence-based health promotion programs focused on nutrition and physical activity can also be effective in reducing BMI and improving the health of employees.

However, to produce significant and sustained improvements in nutrition, research has shown that these education and promotion efforts must be accompanied by strategies that create more favorable food environments where "the healthy choice becomes the easy choice," in stark contrast to current conditions in which the unhealthy choice is the easy choice in most settings. These strategies should focus on increasing access to healthy foods and beverages in community, school, and work settings (and, alternatively, reducing access to less healthy options), increasing the affordability of healthy food and beverage options relative to less healthy options, and improving the quality of the food supply.

An expert panel of the Institute of Medicine issued a report in September 2009 that included key strategies and actions local governments can take to address the childhood obesity epidemic, including nine strategies to promote improved nutrition (see Attachment). Important action has been taken in Los Angeles County and across the State in several of these strategy areas, including measures to improve the nutritional content of foods and beverages on school campuses, mandated menu labeling in large chain restaurants, and a ban on artificial trans fats in restaurants.

DPH has taken steps within its programs to promote the availability and consumption of healthier foods within Los Angeles County. The DPH Nutrition Program is participating in a statewide media campaign and other public education efforts to increase fruit and vegetable consumption in low income communities. The Nutrition Program has also implemented a nutrition and physical activity-focused worksite wellness initiative for small and middle-sized businesses and has supported the County's efforts to increase healthy food and beverage offerings in worksite vending machines. The Maternal, Child, and Adolescent Health (MCAH) Programs have developed nutrition guidelines and a toolkit for childcare providers to promote improved early childhood nutrition. In 2007, DPH also established the Policies for Livable, Active Communities and Environments (PLACE) Program which works closely with other County departments and with city planners to promote environments conducive to health, including improved nutrition.

To support and expand these efforts, DPH recommends six strategic priorities for local action and three additional strategic priorities for state and federal policy action. All are high priority and their listed order below does not reflect additional prioritization. They were selected based on their potential reach and impact, published guidelines and recommendations reflecting research evidence of effectiveness and expert opinion, input from a small group of local experts and stakeholders, feasibility, and their ability to leverage existing efforts and address important gaps in these efforts.

Strategic Priorities

Local Actions:

Strategy 1. Strengthen nutrition literacy.

Recommendation: Conduct a public education campaign to increase consumer response to calorie information posted on menus and menu boards at large chain restaurants as mandated by SB 1420.

A recent study by DPH found that menu labeling at large chain fast food and sit-down restaurants could have a significant impact in reducing the obesity epidemic. The study also found that by increasing public awareness and consumer response to the posted calorie information, this impact could be greatly increased. In addition, increased consumer response would likely encourage restaurant operators to reduce the calories in their menu offerings. This has already begun to occur in some restaurant chains in response to passage of menu labeling laws in several jurisdictions. Public education on portion size and calories would have the additional benefit of promoting reduced caloric intake at home and in other settings and creating social norm change around portion size.

An effective public education campaign that adequately addresses the size and diversity of the county population will require significant funding (e.g., \$500,000 - \$1 million for a one-year campaign). The campaign will be most effective if timed to coincide with the full implementation of SB 1420 in January 2011.

Strategy 2. Improve neighborhood food environments.

Recommendation: Create incentives to 1) increase healthy food options, including fresh produce, in supermarkets, grocery stores, convenience stores, and restaurants, 2) attract new retail food establishments that offer healthy food, and 3) reduce the concentration of fast food establishments and convenience stores that do not offer healthy food and beverage options, particularly in communities hardest hit by the obesity epidemic.

There is marked geographic variation in the severity of the obesity epidemic and in chronic disease rates across the county. For example, a study done by DPH in 2005 found that childhood obesity rates in 130 cities and communities in the county varied nearly ten-fold, from a low of 4% in Manhattan Beach to 37% in Maywood. The ten most severely impacted cities and communities had an overall rate of 32% while the 10 least impacted cities and communities had a rate of only 8%. The factor most strongly associated with higher obesity rates was community-level economic hardship. Other local studies have found that many of these low income communities are "food deserts" characterized by few supermarkets or grocery stores offering fresh produce or other healthy options. Recent studies suggest that increasing neighborhood access to supermarkets or other venues with fresh produce is associated with increased fruit and vegetable consumption and less obesity among both adolescents and adults.

Both financial and non-financial incentives can be considered for increasing access to healthy food options in communities. Potential financial incentives include tax benefits, reduced fees, and low interest loans or grants to cover start-up and investment costs for commercial food establishments that meet a defined threshold for offering healthy food items. Potential non-financial incentives could include supportive administrative procedures and zoning as well as technical assistance for retailers on procuring, handling, and promoting sales of fresh produce and other healthier food items. An example of this strategy is the City of Los Angeles' recent adoption of an incentive program to attract new grocers to South Los Angeles. The County could consider implementing a similar program in underserved communities in the unincorporated areas.

Restrictive zoning could also be used to reduce the density of restaurants, convenience stores, and other retail food establishments that do not offer healthy food and beverage options, and to reduce the density of alcohol outlets given the association between excess alcohol consumption and poor nutrition.

The financial incentives described above would require analysis of the fiscal implications for the County and the provision of technical assistance referenced above would require additional DPH staffing if done on a large scale.

Strategy 3. Prevent early onset childhood obesity.

Recommendation: Lead efforts to promote improved nutrition among preschool-aged children, including efforts to 1) establish and enforce nutrition guidelines in childcare and preschool settings, 2) provide technical assistance to childcare and preschool providers to assist in implementation of these guidelines, and 3) provide parent education to further support improved nutrition.

Data from the Women, Infants, and Children (WIC) program indicate that the obesity epidemic is well-established and worsening among preschool-aged children in Los Angeles County. In 2007, approximately 20% of three and four year-olds served by the WIC programs in the county were obese (an increase of 3% from 2003), and an additional 17% were overweight. In addition, taste preferences and eating patterns are often established early in life, highlighting the critical need to intervene in nutrition promotion efforts prior to when a child enters kindergarten. Nearly one-half of children under the age of five years spend at least part of each day in childcare and preschool settings outside the home.

Unlike the public school environment where basic nutrition standards have been established statewide, no such standards are currently in place in childcare and preschool settings. State legislation has been adopted in a number of states but California has yet to adopt standards for licensed childcare. MCAH is collaborating with external stakeholders to develop nutrition recommendations for childcare and preschool providers. However, once completed, there are few resources to support their implementation and no current requirements that they be implemented.

A first step in promoting these recommendations could be to identify childcare providers and centers that receive funds directly or indirectly through County departments or County-funded programs and educate them about the recommended nutrition practices. In addition to education, childcare and preschool providers will likely require significant technical assistance in implementing the nutrition standards, and may need fiscal assistance in offsetting higher food costs. Such support could be provided through local childcare/preschool funding agencies, such as First 5 LA, and could include a contractual requirement to implement the standards.

Given the recent landmark changes in the WIC program, including expanded benefits to include fresh fruits and vegetables and whole grains and increased promotion of breastfeeding, the Board should encourage parent and other public education that is consistent with the WIC program's messaging efforts. This is particularly important because the WIC program reaches two-thirds of all babies born in the county and currently serves over 600,000 participants in the county each month.

Strategy 4. Promote breastfeeding and Baby-Friendly hospital practices.

Recommendation: Direct County hospitals and encourage other hospitals to adopt the Baby-Friendly designation.

The hospital environment and its perinatal practices are critical determinants for the initiation of exclusive breastfeeding. Medical authorities agree that exclusive breastfeeding should be practiced through the first six months of life to support growth and development and decrease risk of ear infections, respiratory infections, SIDS, asthma, and obesity. Despite these health benefits and the fact that breast milk is less expensive than formula, only 24% of new mothers in Los Angeles County leave the hospital exclusively breastfeeding, far below the state average of 43%. Data indicate that when hospitals implement breastfeeding policies, exclusive breastfeeding rates and duration improve. Breastfeeding rates in Baby-Friendly hospitals exceed state and regional rates across all ethnicities and income levels. One study reported that during the implementation of the Baby-Friendly initiative in the hospitals, breastfeeding rates rose from 58% to 87%. Establishing the Baby-Friendly designation in the County hospitals would highlight the importance of breastfeeding and potentially influence other birthing hospitals to become Baby-Friendly.

Because all three County birthing hospitals have already completed two of the three major steps in the process to become Baby-Friendly, including the most expensive step which is training the appropriate staff, there is minimal additional cost involved. The final step in the process is an on-site assessment by the Baby Friendly survey team and a review by the External Review Board. The fee for the assessment is approximately \$6,000 per hospital.

Additionally, First 5 LA's Best Start Baby Friendly Initiative has invested \$10.5 million to assist up to 20 hospitals (County hospitals may be eligible) that are below the county average to achieve the Baby-Friendly designation. However, there is a lack of readiness for quality improvement activities in these poor performing hospitals. A show of support from County leadership for this initiative would help identify breastfeeding as a priority.

Strategy 5. Increase the affordability of fruits and vegetables for food stamp recipients.

Recommendation: Support efforts to establish financial incentives for healthy food purchases among food stamp recipients.

As of the end of October, 2008, close to 700,000 qualifying individuals were receiving food stamps in Los Angeles County. This population is severely impacted by the obesity epidemic and at heightened risk for nutrition-related chronic illness. While the Food Stamp Program (now referred to as the Supplemental Nutrition Assistance Program, or SNAP) serves a vital role in reducing food insecurity in the county population, the program does not encourage healthy food purchases, including fresh fruits and vegetables. Given that fat- and sugar-laden and calorie-dense foods are typically the cheapest foods, the default purchase for many food stamp recipients is often these foods rather than more expensive fresh fruits and vegetables and whole grains.

Despite intensive nutrition education targeted to the food stamp eligible population, little progress has been made to reduce the obesity epidemic in this population. The provision of a discount or rebate on healthy food purchases as part of the Food Stamp benefit would provide a powerful economic incentive for improved nutrition. The United States Department of Agriculture (USDA) has encouraged states to test out strategies to increase produce consumption. Economists recently estimated that a 20% reduction in the cost of fruit and vegetables would raise fruit and vegetable consumption by 2.2 cups per day, an important and sizable impact.

In 2006, a law was passed in California (AB 2384, which was supported by the County) establishing a Healthy Food Purchase Pilot Program. The program would provide an incentive to food stamp recipients to purchase fresh fruits and vegetables by providing a credit for every dollar spent on fresh produce. However, the program has not been funded by the State, and USDA funding to support such a pilot is not currently available though limited funding (\$18 million) may be forthcoming.

Including the entire food stamps caseload in the county would cost an estimated \$32 million annually--likely preventing the County from being considered for participation in a federally-funded demonstration project. The County could consider testing this strategy for increasing produce consumption in a portion of the county. This pilot would provide important information on whether a larger investment would be warranted. However, in the absence of federal funding, the County would need to identify local public or private funds to support the pilot.

Strategy 6. Improve the food environment in County facilities and programs.

Recommendation: Establish nutrition standards for food purchased by the County, and for meals served in County cafeterias and by contracted food vendors. Encourage other public agencies and private organizations in the county to take similar actions.

Given the vast size of the County workforce and the hundreds of thousands of residents served annually by County programs, the establishment of nutrition standards for food purchased by the County and for meals served in County cafeterias and by contracted food vendors holds great potential for improving nutrition in the county population. In addition, given the purchasing power of the County, this measure could help drive product reformulation by local, regional, and even national food manufacturers and food service vendors. A similar policy was recently passed in New York City (Executive Order No. 122 from the Mayor's Office; September 19, 2008) that could be used to inform the effort in Los Angeles County.

The experience in New York City indicates that this policy would require a significant investment of resources, including input and representation from all relevant departments within the County of Los Angeles; the creation of at least two personnel items--a Food Policy Coordinator and a Nutritionist with the expertise to consult on contracts and food policy development and enforcement; and the development and implementation of an educational program for staff training (e.g., for kitchen staff, contract management staff, supervisors involved in food policy development, etc.). Ensuring compliance with these new food standards would also be challenging and likely require additional funding to conduct the needed monitoring.

State and Federal Actions:

Strategy 7. Reduce the salt content of packaged food products and restaurant foods.

Recommendation: Support national efforts to encourage food manufacturers and restaurants to gradually reduce the salt content of their products. In the absence of a response to voluntary measures, advocate for federal regulation to reduce salt content.

Salt intake has increased more than two-fold over the past generation, fueled not by an increased use of the salt shaker but by the substantial increase in the salt content of processed and packaged foods and restaurant offerings during this period. Each year, excess salt intake is a major cause of high blood pressure and accounts for an estimated 102,000 preventable deaths from heart disease and stroke in the U.S. Currently, the average American consumes double the recommended daily amount of salt.

In Great Britain, the government has worked with the food and restaurant industries to voluntarily reduce the salt content of their products over the last several years. Because the reduction was done gradually and was accompanied by a public education campaign, the program has been well accepted by the public and has not adversely affected sales. A similar program has been implemented successfully in Finland over the past 35 years although in this case a regulatory approach was used. In both countries, reduction in salt intake has been documented at the population level. In Finland, there has been an associated significant reduction in heart disease and strokes, although some of this improvement may be due to other components of their national nutrition program.

The Department will keep the Board apprised of opportunities to express support for this national effort. If voluntary salt reduction efforts fail, advocacy for federal regulation should be included in the County's Legislative Agenda.

Strategy 8. Increase the affordability of fresh fruit and vegetables.

Recommendation: Advocate for a shift in federal farm subsidies to more healthful crops.

There is good evidence that federal farm policy contributes to the obesity epidemic and sub-optimal nutrition in the U.S. population. Current farm subsidies favor commodities that contribute to inexpensive unhealthy foods and higher prices for more nutritious fresh fruits and vegetables. For example, after adjusting for inflation, the cost of fresh fruits and vegetables in the U.S. increased nearly 40 percent between 1985 and 2000, while the price of sugar-sweetened soft drinks decreased by almost 25 percent during this period. The subsidization of corn, in particular, has had deleterious effects, resulting in overproduction and cheap by-products such as high fructose corn syrup that have become ubiquitous in our food supply. This in turn has contributed to over-consumption of low-cost sweetened foods and beverages and has been an important factor in fueling the obesity epidemic. Though significant progress was made in the 2008 reauthorization of the federal Farm Bill in shifting subsidies to more healthful crops, continued efforts are needed. The reauthorization of the federal Farm Bill in 2012-2013 will provide an important opportunity for further progress in this area. Although the County's primary interest in the Farm Bill concerns Food Stamps, advocacy for a subsidization policy that supports healthy choices should be included in the County's Legislative Agenda.

Strategy 9. Discourage consumption of sugar-sweetened beverages.

Recommendation: Advocate for an additional tax or fee on sugar-sweetened beverages and for the generated revenue to be used, at least in part, for obesity prevention and nutrition education and promotion activities. Consider a similar tax or a fee at the county level.

Over the past 40 years, caloric intake from sugar-sweetened beverages has doubled among children and tripled among adults in the U.S. There is strong evidence that this increased intake has contributed to the obesity epidemic and has increased risks for diabetes and heart disease. Currently, 33 states, including California, have a sales tax on soft drinks (average tax rate of 5.2%) but the taxes are too small to discourage consumption and revenues are not used for programs to improve health. There is a growing movement of public health and medical authorities advocating for increased taxation of sugar-sweetened beverages to help reduce consumption and create a robust revenue stream that could be used for disease prevention and health promotion efforts.

The Department will keep the Board apprised of discussions in California regarding a sugar-sweetened beverage tax or fee. There are several advantages of a fee over a tax, including that a fee would be easier to pass than a tax (requiring only majority vote for approval) and that the funding would need to be earmarked for obesity-related prevention and treatment programs and services. A fee could also be considered for the unincorporated area of the county. This would require both fiscal and legal analyses, the latter because there would likely be a legal challenge by the beverage industry.

Next Steps

DPH looks forward to working with the Board on future efforts to implement these high priority strategies to improve nutrition in Los Angeles County. As noted, most of the biggest changes will require significant additional resources. DPH is currently pursuing several funding opportunities, including a just released Funding Opportunity Announcement from the American Recovery and Reinvestment Act of 2009, Prevention and Wellness Fund. We will keep you apprised as we pursue this and other funding opportunities.

If you have questions or would like additional information, please let me know.

JEF:lm
PH:910:002

c: Chief Executive Officer
Acting County Counsel
Executive Officer, Board of Supervisors



County of Los Angeles CHIEF EXECUTIVE OFFICE

Kenneth Hahn Hall of Administration
500 West Temple Street, Room 713, Los Angeles, California 90012
(213) 974-1101
<http://ceo.lacounty.gov>

WILLIAM T FUJIOKA
Chief Executive Officer

April 19, 2010

To: Supervisor Gloria Molina, Chair
Supervisor Mark Ridley-Thomas
Supervisor Zev Yaroslavsky
Supervisor Don Knabe
Supervisor Michael D. Antonovich

From: William T Fujioka
Chief Executive Officer

Board of Supervisors
GLORIA MOLINA
First District

MARK RIDLEY-THOMAS
Second District

ZEV YAROSLAVSKY
Third District

DON KNABE
Fourth District

MICHAEL D. ANTONOVICH
Fifth District

REPORT ON LIMITATIONS ON SUGAR-SWEETENED BEVERAGES AT COUNTY DEPARTMENT FACILITIES AND VENUES (ITEM 3, AGENDA OF NOVEMBER 17, 2009)

On November 17, 2009, the Board of Supervisors discussed Agenda Item No. 3 relating to a motion presented by Supervisors Mark Ridley-Thomas and Michael D. Antonovich concerning innovative policies and programs that promote nutrition through the reduced consumption of unhealthy foods and beverages. At that meeting, the Board directed the Chief Executive Office (CEO), County Counsel, and affected County departments to report back to the Board within 90 days (extended to April 17, 2010) with (1) an inventory of all County venues that would be affected by phasing out sugar-sweetened company sponsorships, advertising, and sugar-sweetened beverages, and (2) ways to provide alternative beverage choices in County vending machines and through event and company sponsorships. Enclosed is a copy of the memorandum from Sachi A. Hamai, Executive Officer, requesting the information contained in this report.

The CEO, Real Estate Division (RED) sent out a survey to all departments and the operating entities of various County cultural and entertainment (C&E) venues (i.e. Pomona Fairplex, Hollywood Bowl, Music Center, Los Angeles County Museum of Art (LACMA), John Anson Ford Amphitheatre (Ford Theatre), and Museum of Natural History to ascertain which departments and/or C&E venues were selling sugar-sweetened beverages and had entered into any beverage company and event sponsorships.

The results of the survey are summarized in Attachment A.

"To Enrich Lives Through Effective And Caring Service"

**Please Conserve Paper – This Document and Copies are Two-Sided
Intra-County Correspondence Sent Electronically Only**

EXECUTIVE SUMMARY AND RECOMMENDATIONS

- The CEO, RED will be issuing a Request for Proposal (RFP) by June 2010 to implement the new Board mandated 100 percent healthy snacks and beverage policy. The current four contracts administered by CEO, RED provide vending coverage to most departments, with the exception of the Department of Parks and Recreation and Department of Beaches and Harbor, and do not include any C&E venues.
- It is anticipated from information provided to CEO, RED by sources within the vending machine industry that conversion to 100 percent healthy snacks and beverages may result in a drop of revenue to the County of approximately 40 percent, which would represent a decline of approximately \$90,000 per year.
- Snack bar and cafeteria contracts administered by CEO, RED would also be affected by the phasing out of all sugar-sweetened beverages at department locations since it would likely result in a decline in beverage sales, which impacts bottom-line profit margins. Please note that the CEO, RED does not administer the Department of Health Services (DHS) cafeteria/concession contracts, which currently are in the final stages of negotiation by DHS as part of that department's dietary services RFPs; however, it is anticipated that a change in sugar-sweetened drink policy would impact revenue under these cafeteria/concession agreements, as well.
- Current and future vending machine contracts provide a varied beverage selection of products. Typically, vending machines, at this time, offer a sugar-sweetened product, a diet version of the product, and bottled water. The new 100 percent food policy nutrition guidelines will also provide for a varied selection of products, which will include (a) fruit-based and vegetable-based drinks, (b) bottled water without added sweeteners, (c) milk products, and (d) an electrolyte replacement beverage; however, no carbonated beverages will be allowed.

CEO SUBMITS THE FOLLOWING RECOMMENDATIONS FOR CONSIDERATION

1. It is recommended that any mandate to reduce or eliminate sugar-sweetened beverages at departments and C&E venues be implemented only as existing concessionaire and sponsorship agreements terminate. If an existing agreement (including those under negotiation as a result of pending RFPs) does not allow the County to dictate the type of food/beverages sold, and many do not, then the County may not require that of the contractor without a contract amendment, to which both parties must agree. In the case of open RFPs, such as the concession agreements under negotiation at DHS, a change in the scope of work to require compliance with this policy likely would be material modification to the RFP, necessitating another solicitation.

2. Certain C&E venues have additional contractual issues that have to be considered. Venues such as the Hollywood Bowl, Music Center, Museum of Natural History, LACMA, Ford Theatre, and Fairplex are administered through individual long-term operating agreements. Therefore, if the County wishes to require these C&E venues to reduce or eliminate the sale of sweetened beverages and eliminate beverage company sponsorships, each respective operating agreement would also need to be amended. This scenario would also apply to the Department of Parks and Recreation, which has a handful of operating agreements with companies that manage all of the County golf courses. These operating companies have the right to enter into third party contracts (i.e. club house concession agreements and beverage sponsorships at golf tournaments).

In closing, the ability to negotiate exclusive company sponsorships which allow for alternative beverage choices can be achieved. The Department of Parks and Recreation currently has an exclusive soft drink company sponsorship which provides both sweetened and non-sweetened beverages in approximately 30 vending machine locations throughout the County Parks system. In addition, representatives of the soft drink industry who testified during the November 17, 2009, Board hearing had expressed a willingness to work with the County and find ways to support or co-sponsor educational and activity-based programs or events. Our office would encourage departments and C&E venues to seek out new approaches and opportunities to promote and offer healthier beverage choices when negotiating new company beverage sponsorships in the future.

If you have any questions or need additional information, you may contact me or your staff may contact William L. Dawson, Director of Real Estate Division at (213) 974-3078 or wdawson@ceo.lacounty.gov.

WTF:SK

WLD:CM:kb

c: Executive Officer, Board of Supervisors
County Counsel
Department of Parks and Recreation
Department of Beaches and Harbor

Attachment

Sugar-SweetenedBev.BrdMem

Attachment A

Below is a summary of the Sugar-Sweetened Beverages survey for County Departments (p. 1-13) and County Cultural and Entertainment Venues (p. 14-15).

COUNTY DEPARTMENTS

VENUE	SPONSORSHIP / ADVERTISING	SUGAR-SWEETENED BEVERAGES
<p>Beaches and Harbors</p> <ul style="list-style-type: none"> • <u>Malibu</u> Malibu Surfrider, 23000 Pacific Coast Hwy Zuma Beach (Lot 2) 29750 Pacific Coast Hwy Zuma Beach (Lot 5) 30066 Pacific Coast Hwy • <u>Marina del Rey</u> Trailer Complex (Employee Facility) 13483 Fiji Way • <u>Pacific Palisades</u> Gladstone's, 17300 Pacific Coast Hwy Will Rogers Beach (Temescal), 15800 Pacific Coast Hwy • <u>Playa del Rey</u> Dockweiler Beach (Kilgore), 8255 Vista Del Mar Dockweiler Beach (Bluff lot), 12501 Vista del Mar • <u>San Pedro</u> Royal Palms Beach/San Pedro, 1799 Kay Fiorentino • <u>Santa Monica</u> Will Rogers Beach (Chautauqua), 14800 Pacific Coast Hwy 	<p style="text-align: center;">No</p> <p>There is no sponsorship at this time; therefore, there are currently no vending machines at beach locations.</p> <p>Current RFP solicitation is for a suggested flat fee of \$500,000 for a period of 3 years.</p>	<p>7-Up, Apple Juice, Arizona Tea, Cactus Cooler, Cappuccino, Coke, Fanta Orange, Gatorade, Gingerale, Hanson's Juice, Hot Chocolate, Lattes, Lemonade, Minute Maid Juice, Mr. Pibb, Nestea, Orange Juice, Orange Soda, Pepsi, Pink Lemonade, Rock Star, Root Beer, Smoothies, Sprite, Sugar-Free Gatorade, Sunkist</p>

COUNTY DEPARTMENTS

VENUE	SPONSORSHIP / ADVERTISING	SUGAR-SWEETENED BEVERAGES
Beaches and Harbors (Cont'd) <ul style="list-style-type: none"> • <u>Torrance</u> Torrance Beach, 387 Paseo del la Playa • <u>Venice</u> Venice Beach (Employee Facility) 2100 Ocean Front Walk 	<p style="text-align: center;">No</p> <p>There is no sponsorship at this time; therefore, there are currently no vending machines at beach locations.</p> <p>Current RFP solicitation is for a suggested flat fee of \$500,000 for a period of 3 years.</p>	<p>7-Up, Apple Juice, Arizona Tea, Cactus Cooler, Cappuccino, Coke, Fanta Orange, Gatorade, Gingerale, Hanson's Juice, Hot Chocolate, Lattes, Lemonade, Minute Maid Juice, Mr. Pibb, Nestea, Orange Juice, Orange Soda, Pepsi, Pink Lemonade, Rock Star, Root Beer, Smoothies, Sprite, Sugar-Free Gatorade, Sunkist</p>
Chief Executive Office <ul style="list-style-type: none"> • 222 S. Hill St., Los Angeles • 500 W. Temple St., Los Angeles 	<p style="text-align: center;">No</p>	<p>Coke, Pepsi, Root Beer, Snapple, Sprite, Sunkist</p>
Child Support Services <ul style="list-style-type: none"> • 5500 S. Eastern Ave., Commerce • 5701 S. Eastern Ave., Commerce • 5770 S. Eastern Ave., Commerce • 1373 Center Court Dr., Covina • 15531 Ventura Blvd., Encino • 3175 W. 6th St., Los Angeles • 8300 S. Vermont Ave., Los Angeles • 3530 Wilshire Blvd., Los Angeles • 10355 Slusher Dr., Santa Fe Springs • 20221 Hamilton Ave., Torrance 	<p style="text-align: center;">No</p>	<p>7-Up, Apple Juice, Cactus Cooler, Cherry Coke, Coke, Cranberry Juice, Dr. Pepper, Fanta Orange, Grape, Hawaiian Punch, Lemon Lime, Lemonade Soda, Mountain Dew, Nestea, Orange Soda, Orange Juice, Pepsi, Sierra Mist, Sprite, Squirt, Strawberry, Strawberry Melon</p>

COUNTY DEPARTMENTS

VENUE	SPONSORSHIP / ADVERTISING	SUGAR-SWEETENED BEVERAGES
Children and Family Services <ul style="list-style-type: none"> • 4060 Watson Plaza, Lakewood • 8300 Vermont Ave., Los Angeles • 39959 Sierra Hwy, Palmdale 	No	Coke, Dr. Pepper, Orange Soda, Pepsi, Sierra Mist
District Attorney 227 N. Broadway, Los Angeles	No	Coke, Nestea, Pepsi, Sprite
Health Services <ul style="list-style-type: none"> • 5555 Ferguson, Commerce • Rancho Los Amigos, 7601 E. Imperial Hwy, Downey • 10953 Ramona Blvd., El Monte • 9320 Telstar Ave., El Monte • High Desert, 44990 N. 60th St. West, Lancaster • * LAC+USC, 1200 N. State St., Los Angeles • MLK, 12021 Wilmington Ave., Los Angeles • 1333 Chestnut, Long Beach • 300W. Maple St., Monrovia <p><i>* All vending machines voluntarily converted to 100% healthy choice for snacks and beverages per request of CEO-RED.</i></p>	No	7-Up, Coke, Lemonade, Orange Soda, Pepsi, Sprite, Sunkist
Internal Services Department <ul style="list-style-type: none"> • 11236 Playa Ct., Culver City • 9150 E. Imperial Hwy, Downey • 1100, 1102, 1104, 1110 N. Eastern Ave., Los Angeles • 13811 Del Sur, San Fernando 	No	Coke, Orange Soda, Pepsi, Sprite

COUNTY DEPARTMENTS

VENUE	SPONSORSHIP / ADVERTISING	SUGAR-SWEETENED BEVERAGES
Mental Health <ul style="list-style-type: none"> • 7621 Canoga Ave., Canoga Park • Rio Hondo Mental Health 17707 Studebaker Rd., Cerritos • Roybal Family Mental Health Center 4701 Cesar E. Chavez, 2nd Fl, Los Angeles • Hollywood Mental Health Center 1224 N. Vine St., Los Angeles 	No	7-Up, Coke, Dr. Pepper, Orange Crush, Pepsi, Snapple, Sprite, Squirt, Sunkist, Sunny D.
Parks and Recreation <u>Vending Machine Locations</u> <ul style="list-style-type: none"> • <u>Altadena</u> Farnsworth Park, 568 E. Mount Curve Ave. Loma Alta Park, 3300 N. Lincoln Ave. • <u>Arcadia</u> Arcadia Park, 405 S. Santa Anita Ave. • <u>Baldwin Park</u> Regional Headquarter, 265 Cloverleaf Dr. • <u>Carson</u> Victoria Park, 419 E. 192nd St. • <u>Castaic</u> Castaic Sports Complex, 31320 N. Castaic Rd. • <u>Cerritos</u> Cerritos Park, 19700 S. Bloomfield Ave. 	Yes	Brisk Ice Tea, Dole Fruit Juice, Gatorade, Orange Soda, Pepsi, Sprite, Tropicana Juice

COUNTY DEPARTMENTS

VENUE	SPONSORSHIP / ADVERTISING	SUGAR-SWEETENED BEVERAGES
<p>Parks and Recreation (Cont'd)</p> <p><u>Vending Machine Locations (Cont'd)</u></p> <ul style="list-style-type: none"> • <u>Covina</u> Charter Park, 20261 E. Covina Blvd. • <u>Hacienda Heights</u> Los Robles Park, 14906 E. Robles Ave. Steinmentz Park, 1545 S. Stimson Ave. • <u>Hawthorne</u> Del Aire Park, 12601 S. Isis Ave. • <u>La Mirada</u> La Mirada Park, 13707 S. Adelfa Ave. • <u>La Puente</u> Allen Martin Park, 14830 E. Giordano S. Rimgrove Park, 747 N. Rimgrove Dr. San Angelo Park, 245 S. San Angelo Ave. Sunshine Park, 515 S. Deepmead Ave. • <u>Los Angeles</u> Belvedere Park, 4914 Cesar Chavez Ave. City Terrace Park, 1126 N. Hazard Ave. Helen Keller Park, 1045 E. 126th St. Jesse Owens, 9651 S. Western Ave. Kenneth Hahn Park, 4100 La Cienega Blvd. Roosevelt Park, 7600 Graham Ave. Ted Watkins Park, 1335 E. 103rd St. 	Yes	Brisk Ice Tea, Dole Fruit Juice, Gatorade, Orange Soda, Pepsi, Sprite, Tropicana Juice

COUNTY DEPARTMENTS

VENUE	SPONSORSHIP / ADVERTISING	SUGAR-SWEETENED BEVERAGES
<p>Parks and Recreation (Cont'd)</p> <p><u>Vending Machine Locations (Cont'd)</u></p> <ul style="list-style-type: none"> • <u>Pasadena</u> Eaton Canyon Park, 1750 N. Altadena Dr. • <u>Rowland Heights</u> Carolyn Rosas Park, 18500 E. Farjardo St. • <u>San Dimas</u> Bonelli Park, 120 Via Verde Park • <u>Stevenson Ranch</u> Richard Rioux Park, 26233 W. Faulkner Dr. • <u>Sylmar</u> El Cariso Park, 13100 Hubbard St. • <u>Valencia</u> Chesebrough Park, 23505 Sunset Hills Dr. • <u>Whittier</u> Mayberry Park, 13201 E. Meyer Rd. Sorenson Park, 11419 Rosehedge Dr. 	<p style="text-align: center;">Yes</p>	<p>Brisk Ice Tea, Dole Fruit Juice, Gatorade, Orange Soda, Pepsi, Sprite, Tropicana Juice</p>

COUNTY DEPARTMENTS

VENUE	SPONSORSHIP / ADVERTISING	SUGAR-SWEETENED BEVERAGES
<p>Parks and Recreation (Cont'd)</p> <p><u>Special Parks</u></p> <ul style="list-style-type: none"> • <u>Arcadia</u> Arboretum Foundation, 301 N. Baldwin Ave. Arcadia Tennis Academy, 405 S. Santa Anita Ave. Arcadia Unified School District Summer Lunch and After School Snack Program (various locations) • <u>Cerritos</u> Cerritos Tennis Center/Cerritos Community Regional Park, 19700 S. Bloomfield Ave. • <u>Irwindale</u> Renaissance Pleasure Fair/Santa Fe Dam Recreation 15501 E. Arrow Hwy • <u>La Canada</u> Descanso Guild Foundation, 1418 Descanso Dr. • <u>La Mirada</u> La Mirada Tennis Center, 13701 Adelfa Ave. • <u>Los Angeles</u> Volunteers of America of Los Angeles Head Start/Salazar Park, 3864 Whittier Blvd. • <u>Newhall</u> Santa Clarita Valley Committee on Aging Senior Center 22900 Market St. 	<p>Operated independently with the right to enter into a sponsorship agreement.</p>	<p>Brisk Ice Tea, Dole Fruit Juice, Gatorade, Orange Soda, Pepsi, Sprite, Tropicana Juice</p>

COUNTY DEPARTMENTS

VENUE	SPONSORSHIP / ADVERTISING	SUGAR-SWEETENED BEVERAGES
<p>Parks and Recreation (Cont'd)</p> <p><u>Special Parks (Cont'd)</u></p> <ul style="list-style-type: none"> • <u>Palos Verdes</u> South Coast Botanical Garden, 26300 Crenshaw Blvd. • <u>San Dimas</u> East Shore RV Park / Frank Bonelli Regional Park 1440 Campers View Rd. Puddingstone Hot Tubs / Frank Bonelli Regional Park 1777 Campers View Rd. Raging Waters / Frank Bonelli Regional Park 111 Raging Waters Dr. • <u>South El Monte</u> iTennis Tennis Center / Whittier Narrows Regional Park 1201 Potrero Ave. Military Museum / Whittier Narrows Regional Park 1918 N. Rosemead Blvd. Triple "B" Clays Trap and Skeet / Whittier Narrows Regional Park, 831 Rosemead Blvd. • <u>Sylmar</u> 19th Hole Sports / Veterans Memorial Park 13000 Sayre St. Volunteers of America of Los Angeles Head start 13100 Hubbard St. • <u>Whittier</u> America Bicycle Association BMX Track / Whittier Narrows Regional Park 1341 Ramona Dr. Whittier Narrows Equestrian Center, 12191 Rooks Rd. 	<p>Operated independently with the right to enter into a sponsorship agreement.</p>	<p>Brisk Ice Tea, Dole Fruit Juice, Gatorade, Orange Soda, Pepsi, Sprite, Tropicana Juice</p>

COUNTY DEPARTMENTS

VENUE	SPONSORSHIP / ADVERTISING	SUGAR-SWEETENED BEVERAGES
<p>Parks and Recreation (Cont'd)</p> <p><u>Golf Courses</u></p> <ul style="list-style-type: none"> • <u>Altadena</u> Altadena Golf Course, 1456 E. Mendocino St. • <u>Arcadia</u> Santa Anita Golf Course, 405 S. Santa Anita Ave. • <u>Carson</u> Victoria Golf Course, 340 E. 192nd St. • <u>Diamond Bar</u> Diamond Bar Golf Course, 22751 E. Golden Springs Dr. • <u>Downey</u> Los Amigos Golf Course, 7295 E. Quill Dr. • <u>Granada Hills</u> Knollwood Golf Course, 12040 Balboa Blvd. • <u>La Mirada</u> La Mirada Golf Course, 15501 E. Alicante Rd. • <u>La Verne</u> Marshall Canyon Golf Course, 6100 N. Stephens Ranch Rd. • <u>Lakewood</u> Lakewood Country Club, 3101 Carson St. • <u>Lawndale</u> Alondra Golf Course, 16400 Prairie Ave. 	<p>Operated independently with the right to enter into a sponsorship agreement</p>	<p>Brisk Ice Tea, Dole Fruit Juice, Gatorade, Orange Soda, Pepsi, Sprite, Tropicana Juice</p>

COUNTY DEPARTMENTS

VENUE	SPONSORSHIP / ADVERTISING	SUGAR-SWEETENED BEVERAGES
<p>Parks and Recreation (Cont'd)</p> <p><u>Golf Courses (Cont'd)</u></p> <ul style="list-style-type: none"> • <u>Los Angeles</u> Chester Washington Golf Course, 1930 W. 120th St. Maggie Hathaway Golf Course, 9637 S. Western Ave. • <u>Pasadena</u> Eaton Canyon Golf Course, 1150 N. Sierra Madre Villa • <u>Pomona</u> Mountain Meadows Golf Course, 1875 Fairplex Dr. • <u>Rancho Palos Verdes</u> Los Verdes Golf Course, 7000 W. Los Verdes Dr. • <u>Rosemead</u> Whittier Narrows Golf Course, 8640 Rush St. • <u>Sylmar</u> El Cariso Golf Course, 13100 Eldridge Ave. 	<p>Operated independently with the right to enter into a sponsorship agreement</p>	<p>Brisk Ice Tea, Dole Fruit Juice, Gatorade, Orange Soda, Pepsi, Sprite, Tropicana Juice</p>
<p>Probation</p> <ul style="list-style-type: none"> • 200 W. Woodward Ave., Alhambra • 1500 McDonnell, Commerce • 9150 E. Imperial Hwy, Downey • 7285 Quill Dr., Downey • 11234 E. Valley Blvd., El Monte 	<p>No</p>	<p>Coke, Pepsi, Sprite, Squirt, Sunkist</p>

COUNTY DEPARTMENTS

VENUE	SPONSORSHIP / ADVERTISING	SUGAR-SWEETENED BEVERAGES
Probation (Cont'd) <ul style="list-style-type: none"> • 42011 4th St. West, Lancaster • 5300 W. Avenue I, Lancaster • 1605 Eastlake Ave., Los Angeles • 8526 Grape St., Los Angeles • 7625 S. Central Ave., Los Angeles • 3965 S. Vermont Ave., Los Angeles • 1660 W. Mission Blvd., Pomona • 16350 Filbert St., Sylmar • 14414 Delano St. Van Nuys • 8240 S. Broadway, Whittier 	No	Coke, Pepsi, Sprite, Squirt, Sunkist
Public Health <ul style="list-style-type: none"> • 1000 S. Fremont Ave., Alhambra • 5050 Commerce Dr., Baldwin Park • 12750 Erickson, Downey • Public Health SPA 8 Curtis Tucker Health Center 123 W. Manchester Blvd., Inglewood • Central Health Center 241 N. Figueroa St., Los Angeles • 510 S. Vermont., Los Angeles • Public Health SPA 6 Dr. Ruth Temple Health Center 3834 S. Western Ave., Los Angeles • 3530 Wilshire Blvd., Los Angeles 	No	7-Up, Coke, Nestea, Pepsi, Sprite, Sunkist
Public Library <ul style="list-style-type: none"> • 151 E. Carson St., Carson • 7400 E. Imperial Hwy, Downey • 12350 Imperial Hwy, Norwalk 	No	Apple Juice, Cappuccino, Coke, Coke Zero, Dr. Pepper, Hot Chocolate, Irish Cream Café, Orange Juice, Sprite

COUNTY DEPARTMENTS

VENUE	SPONSORSHIP / ADVERTISING	SUGAR-SWEETENED BEVERAGES
Public Works <ul style="list-style-type: none"> 900 S. Fremont Ave., Alhambra 4801 E. 3rd St., Los Angeles 	No	Coke, Dole Pineapple, Fanta, Gatorade, Mocha Mud, Ocean Spray Juice, Pepsi, Sobe Citrus Energy
Registrar-Recorder <ul style="list-style-type: none"> 12400 W. Imperial Hwy, Norwalk 	No	Coke, Orange Soda, Pepsi, Sprite
Sheriff <ul style="list-style-type: none"> 29300, 29310, 29320, 29340 The Old Road, Castaic 13837 W. Fiji Way, Marina del Rey 45100 N. 60th St. West, Lancaster 144 S. Fetterly Ave., E. Los Angeles 429, 441, 450 N. Bauchet St., Los Angeles 1010 Centre Plaza Dr., Monterey Park 4700 Ramona Blvd., Monterey Park 11705 S. Alameda, Lynwood Biscaluz Rd., Santa Clarita 23747 Valencia Rd., Valencia 	No	7-Up, Coke, Fanta,, Pepsi, Sprite
Social Services <ul style="list-style-type: none"> 12860, 12900 Crossroads Pkwy, City of Industry 3400 Aerojet Ave., El Monte 4024 N. Durfee Ave., El Monte 3220 Rosemead Blvd., El Monte 	No	7-Up, Coke, Fanta, Nestea, Pepsi, Sprite, Squirt

COUNTY DEPARTMENTS

VENUE	SPONSORSHIP / ADVERTISING	SUGAR-SWEETENED BEVERAGES
Social Services (Cont'd) <ul style="list-style-type: none"> • 4680 San Fernando, Glendale • 12000 S. Hawthorne Blvd., Hawthorne • 333-337 E. K-10, Lancaster • 1150 W. Ave J, Lancaster • 349 E. Ave. K-6, Lancaster • 1819 W. 120th St., Los Angeles • 2700 S. Garfield Ave., Los Angeles • 2707 S. Grand, Los Angeles • 2855 E. Olympic, Los Angeles • 11110 W. Pico Blvd., Los Angeles • 500 W. Temple St., Los Angeles • 2601 Wilshire Blvd., Los Angeles • 3435 Wilshire Blvd., Los Angeles • 54450 E. Whittier, Los Angeles • 12440 Imperial Hwy, Norwalk • 17600 S. Santa Fe, Rancho Dominguez • 2959 Victoria St., Rancho Dominguez • 27233 Camp Plenty Dr., Santa Clarita • 23747 Valencia Blvd., Valencia 	No	7-Up, Coke, Fanta, Nestea, Pepsi, Sprite, Squirt

COUNTY CULTURAL AND ENTERTAINMENT VENUES

VENUE	SPONSORSHIP / ADVERTISING	SUGAR-SWEETENED BEVERAGES
Hollywood Bowl <ul style="list-style-type: none"> L.A. Philharmonic, 2301 N. Highland Ave., Los Angeles 	<p style="text-align: center;">Yes</p> <p style="text-align: center;">Sponsored by Pepsi</p>	<p>Brisk Ice Tea, Dole Fruit Juice, Gatorade, Orange Soda, Pepsi, Sprite, Tropicana Juice</p>
John Anson Ford Amphitheater <ul style="list-style-type: none"> 2580 Cahuenga Blvd East, Hollywood 	<p style="text-align: center;">No</p>	<p>Coke, Minute Maid, Nestea, Powerade, Sprite</p>
Los Angeles County Museum of Arts (LACMA) <ul style="list-style-type: none"> 5095 Wilshire Blvd., Los Angeles 	<p style="text-align: center;">No</p>	<p>No sugar-sweetened beverages are sold.</p>
Museum of Natural History <ul style="list-style-type: none"> * Natural History Museum of LA County 900 Exposition Blvd., Los Angeles * Page Museum at the La Brea Tarpits 5801 Wilshire Blvd., Los Angeles <p><i>*Administered by the Museum Foundation</i></p>	<p style="text-align: center;">No</p>	<p>Arizona Tea, Cactus Cooler, Coke, Dr. Pepper, Gatorade, Lemonade, Monster, Nestea, Orange Fanta, Pepsi, Powerade, Snapple Lemonade, Sprite, Squirt</p>

COUNTY CULTURAL AND ENTERTAINMENT VENUES

VENUE	SPONSORSHIP / ADVERTISING	SUGAR-SWEETENED BEVERAGES
Music Center <ul style="list-style-type: none"> • Music Center, 135 N. Grand Ave, Los Angeles • Walt Disney Concert Hall, 111 S. Grand Ave., Los Angeles • Patina - Kendall's Spotlight Café, Pinot Grill – 135 N. Grand Ave., Los Angeles • Patina – Patina Restaurant, Concert Hall Café – 111 S. Grand Ave, Los Angeles 	<p style="text-align: center;">Yes</p> <p style="text-align: center;">Sponsored by Coca-Cola</p>	<p>Apple Cider, Apple Juice, Barqs Rootbeer, Coke, Cranberry Juice, Dr. Pepper, Evolution, Fanta Orange, Fuze, Ginger Ale, Hank's Soda, Jarritos, Kerns, Lemonade, Lorrina, Minute Maid, Monster, Naturebrew, Orange Crush, Pineapple Juice, Poweraid, Red Bull, Snapple, Sprite, Squirt, Starbucks Frappucino, Strawberry Crush, Tazo</p>
Pomona Fairplex <ul style="list-style-type: none"> • 1101 W. McKinley Ave., Pomona 	<p style="text-align: center;">Yes</p> <p style="text-align: center;">Sponsored by Coca-Cola</p>	<p>Coke, Nestea, Powerade, Sprite</p>